



IREX
ProMedia/Serbia
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Quarterly Report
October 1, 2003 – December 30, 2003

I. Summary

During the first quarter of fiscal year 2004, IREX ProMedia/Serbia continued to support the free and independent press. Scheduled activities during October, November, and December promoted IREX's ultimate goal of helping Serbian media provide citizens with the balanced and unbiased news and information necessary to participate in democratic and free market institutions.

Program highlights for the period include:

- **IREX Offers Wide Support to Media in Covering Parliamentary Elections.** In the first of a series of efforts, IREX conducted two one-day workshops on pre-election coverage in preparation for parliamentary elections on December 28. The trainings sought to provide stations with the tools to offer critical analysis of all participating parties, increase the quality of coverage, and encourage a style of reporting that concentrates on the concerns and issues of listeners, rather than broad subjects of policy. The courses attracted senior reporters and editors from 12 radio stations from throughout Serbia. IREX also worked with selected print and broadcast media in the country's regional centers to provide extensive coverage of the elections, including the issuing of a grant to the BETA news agency for a special, free-of-charge elections webpage (www.beta.co.yu/izbori) and support to the Belgrade-based Media Center to monitor election night results.
- **B92 Begins Broadcasts from New, United Studio.** Radio and television station B92 aired its first broadcast from new premises on December 4, beginning with a program highlighting Serbia's parliamentary elections. By December 17, all staff had moved into the building, and all radio and television operations were fully functional. Prior to the move, B92 had operated from a number of locations scattered throughout downtown Belgrade, with only one small news studio that was inadequate for current affairs discussions or other studio-based shows. In addition to housing the entire B92 organization under one roof, the new building includes two television studios and five radio studios, as well as other workspace for control rooms, a common newsroom, an editing area, space for reviewing and recording material, archives, and much-needed office space. Along with IREX's support for additional transmitters around Serbia, this facility enables RTV B92 to become the first independent national broadcaster able to compete with the country's state and private networks. Following a tour of the building, visiting USAID division chief for the Balkans Sarah Farnsworth called the new studio the most impressive project she has seen USAID undertake.
- **Television Research Results Draw Wide Industry Attention.** Days before December's parliamentary elections, IREX held a press conference at Belgrade's Media Center to present the results of television audience research, conducted by the Strategic Marketing and Media Research Institute (SMMRI). Fifteen journalists representing Serbia's main newspapers and Belgrade's leading broadcasters attended, along with strong turn-out from advertising agencies, one of which commented that "there was never an occasion in Belgrade when so many agencies, most of them serious players, were gathered together in one room." SMMRI, along with their associated peplemeter company AGB Strategic Marketing, are offering commercial versions of the research, including local or city databases, which allows individual stations or advertising agencies to purchase specialized results. IREX held a similar press conference to present results on radio research earlier in the month and will release the results of a print media survey in January.

II. Media and Political Environment

The months of October, November, and December saw continued focus in Serbia on corruption scandals, parliamentary battles, and failed elections. On November 13, after much infighting, the ruling coalition DOS collapsed and the government resigned, calling for early parliamentary elections on December 28. Three days later, Serbian presidential elections failed for the third time in little over a year: voter turnout was a dismal 38 percent, and Dragoljub Micunovic, who stood in elections as the DOS candidate, captured only 35 percent of the votes. His rival, Tomislav Nikolic of the ultranationalist Radical Party of Serbia, won nearly half of all votes cast.

The election, calculated to divert attention from the DOS government's scandals and corruption, was boycotted by all major democratic opposition parties (such as the Democratic Party of Serbia, DSS, and G17), in a protest against the intent of DOS to retain election laws inherited from the Slobodan Milosevic regime, even in the face of the pressure from international organizations such as the OSCE to drop the minimum 50-percent turnout requirement. DOS is speculated to have retained the requirement in order to discourage DSS president Vojislav Kostunica from running in the election, and to prevent his election in case he did run. Though DOS succeeded in this attempt, voter anger turned against the governing coalition and its candidate, resulting in not only another failed presidential election, but also a radical's victory.

Support for Nikolic was viewed as a major protest vote, not only against what was seen as the corrupt and kleptocratic DOS government, but also against the West, which the public viewed as supporting DOS. Earlier in October, the government had tried to portray itself as defending Serbian national interests against the international community, in response to the unsealing of four new indictments against Serbian army and police generals for their conduct in conflicts in Kosovo in the late 1990s. In particular, the government refused to arrest or transfer Deputy Interior Minister Sreten Lukic, and instead organized a demonstration of police officers in Belgrade's Republic Square. Then-Prime Minister Zoran Djindjic accused the chief prosecutor for the International Criminal Tribunal, Carla Del Ponte, of trying to bring down the Serbian government at a pivotal moment in its parliamentary survival.

In a further sign of Serbia's lack of progress in coming to terms with the continuing participation of indicted war criminals in its political scene, Slobodan Milosevic and Vojislav Seselj, both on trial at the International Criminal Tribunal, continued to campaign for spots on respective party lists from their jail cells in The Hague. Parliamentary elections were held on December 28, and as expected from pre-election opinion polls, the Radical Party of Seselj and Nikolic emerged strongest, winning nearly a quarter of all votes. Like the presidential elections in November, the swing to the right was also seen as a protest vote against the previous government.

The Radical Party may have also benefited from a new openness and tolerance in the Serbian media, which has allowed their destigmatization in eyes of the public. Most independent media provided coverage of all parties during the campaigns (as municipal stations are obliged under law), though many ANEM stations limited coverage of the Radicals. This policy may have backfired on the more progressive parties, as this left even more air time for candidates who regularly relied on trading personal insults and avoided explaining to the electorate how their policies could be achieved.

In the meantime, the dispute between independent media and the government over the controversial election of three Broadcast Agency Council members remained unresolved, and the efforts of the Independent Journalists' Association to press for changes in the Broadcast Act met with no success. Prior to its collapse, however, the government appeared to have desisted from its earlier tactic of encouraging frivolous lawsuits against media outlets. At the same time, planting disinformation in newspapers with poor reputations for scrupulous fact-checking continued: different factions within the government chose to escalate their war through the media, disseminating classified or confidential information or disinformation in tabloids such as *Kurir* and *Balkan*. The results of a Pradex media readership survey in December (see below) showed the continuing advance of *Kurir*, a new daily with a right-wing and ultra-nationalist editorial line and dubious professional standards:

Magazine	Count	Rating	Rating %
Vecernje novosti	7	863,064	16
BLIC	7	580,147	10.75
Politika	6	311,749	5.78
Kurir	6	289,690	5.37
Glas	7	84,595	1.57
Dnevnik - Novi Sad	7	82,136	1.52
Sportski zurnal	7	33,142	0.61
Politika Ekspres	6	28,222	0.52
Danas	6	25,689	0.48
Balkan	7	19,806	0.37
Nacional	7	17,474	0.32
Magyar Szo	7	14,711	0.27
Vesti	7	8,514	0.16
Pregled	5	0	0

Adex/Pradex media readership, range of print dailies for the week 12/8/2003 – 12/14/2003

In October, the German Media Group WAZ acquired a majority share in Novi Sad's daily *Dnevnik*.

I. Program Activities

Program activities are presented in order according to the approved October 2002 – March 2004 workplan.

Intermediate Result 1

Journalists Provide Citizens with Objective, Fact-Based, Useful Information

1.1 Journalists Follow Recognized and Accepted Professional Standards for Reporting

1.1.1 Journalism Training

Radio Training

With the assistance of radio consultant Dusan Masic, IREX conducted two one-day workshops on pre-election coverage in preparation for parliamentary elections scheduled for December 28. In light of the importance of the upcoming campaign, the trainings sought to provide stations with the tools to offer critical analysis of all participating parties, increase the quality of coverage, and encourage a style of reporting that concentrates on the concerns and issues of listeners, rather than broad subjects of policy. The courses attracted senior reporters and editors from 12 radio stations from throughout Serbia.

Television News Training

In October, IREX visited two Albanian TV stations in southern Serbia, Spektra in Bajanovac and RTV Presova. Based in the two main towns in the Presovo Valley and covering the border region with Kosovo, the stations serve as the only source of local news in Albanian. IREX conducted assessments on both stations and added them to the list of media outlets that IREX supports. In December, the three cameramen from the stations attended a two-week news training course at INVISION in Belgrade. IREX will also return in early 2004 to conduct on-site news production training at both stations.

In a similar effort to assist stations in geographically sensitive areas, IREX local journalism trainer Igor Bozic and camera trainer Sasa Brojovic conducted production training at multi-lingual station TV Sremska, located in Sid, western Vojvodina, near the border with Croatia. The on-site training, the first ever at the station, ran for two weeks, and has helped the station's editorial team improve their news packaging and newsgathering systems. Cameramen from TV Sremska also attended the INVISION training in Belgrade in December, along with cameramen from Subotica and Novi Sad.

In November, the IREX/INVISION news production team completed news production training at Apolo TV, Novi Sad, with a group of eight new reporters, two cameramen, and two picture editors. The

individualized training focused on real news stories with intensive coaching in journalism, camerawork, and picture editing, along with emphasis on covering business/economy-related stories.

Over the course of the quarter, IREX continued to work with the Faculty of Political Science at the University of Belgrade. Along with former ABC Producer and correspondent James Walker, and Reuters and CNN cameraman Predrag Bambic, IREX provided two weeks of technical and production training to 24 students, who worked in eight teams of three members each. Combining theory with practical instruction, the training introduced the students to modern packaging techniques that enabled them to begin producing basic sequences and, later, the production of short news packages.

IREX also completed the curriculum for an advanced TV and radio news production course, to be held at the university's Department of Journalism, with the aim of equipping students with the necessary editorial knowledge to make an immediate impact when they begin their jobs. Using a mixture of local and international trainers, IREX will support two of these postgraduate journalism courses, which have been designed as intensive practical guides to modern TV news production and journalistic techniques. A crucial feature of the course will be to train the journalism students in the use of small digital cameras and digital picture editing so that they can enter the profession as multi-skilled photojournalists. The local team will include Igor Bozic as the local journalism trainer, Sasa Brajovic as the local camera trainer, and Sajnin Peresic as the local picture editor trainer.

Print Media Training

In November, IREX consultant Francis Mdlongwa worked with the editorial staff of Serbia's leading economic magazine, *Ekonomist*, with an emphasis on broadening the relevance of financial and economic stories for a wider cross-section of readers. Over the course of one week, Mdlongwa worked with reporters on improving the focus of economic data and in providing the supplementary or "side" stories that would help to build the magazine's main articles. Among his recommendations, Mdlongwa suggested that the magazine would benefit from subscribing to a real-time economic news service, such as Reuters, which would provide time-sensitive data and graphs on major financial-market developments, as well as worldwide news pictures, which are in short supply at the magazine. Mdlongwa also suggested that a number of key young personnel undergo specialized, off-site training that would allow them to upgrade their reporting skills away from the pressures of their daily work. Other recommendations included the compilation of an in-house editorial style guide, which would spell out the "do's and don'ts" for editorial staff, and possible sponsorship for specialized news pages, in an effort to earn extra revenue.

General Media/Journalism Training

No activity during this quarter.

1.1.2 Small Grants to Improve Journalism and for Investigative Projects

IREX small grants activities focused this quarter on coverage of Serbia's parliamentary elections. The awards targeted outlets located in regional centers and paid special attention to ensuring geographic diversity. Along with the grants, IREX discussed with recipients how the money could be spent to enhance their coverage both during the campaign and on the election night itself.

In the radio sector, IREX awarded election grants of \$2,000 each to six stations: Radio 021, Novi Sad; Radio Boom 93, Pozarevac; Radio City, Nis; Radio Luna, Uzice; Radio Ozon, Cacak; and Radio Patak, Valjevo. The grants enabled six weeks of extensive coverage of and reporting on the parliamentary elections and provided for the extra costs of covering the campaign, such as additional travel, communication, and basic supplies like cassettes and mini CDs.

Similar packages were awarded to six television stations: B92; Gradska TV, Nis; TV Apolo, Novi Sad; TV Cacak, Cacak; TV Kragujevac, Kragujevac; and TV 5, Uzice. The grants enabled the stations to fund additional crews and reporters in order to follow candidates on the campaign trail. The stations also produced election specials that included roundtables with politicians from the main parties as well individual examinations of the policies of party leaders. In some cases, the stations also used the funds to design and equip special studio election sets.

IREX offered additional grant support to print media partners *Vreme*, *NIN*, *Nezavisna Svetlost*, and *Danas*, as well as news agencies FoNet and BETA. The BETA grant included support for a network

of correspondents, a free-of-charge elections website, and a BETA radio station operating in the Bosniak-majority Sandzak area.

IREX also worked with the Belgrade-based Media Center in preparation for its election coverage services, which included specialist polling analyses and a communications center for journalists. The center has traditionally served as a focal point for journalists in Serbia during elections, providing up-to-the-minute results through local correspondents, who phone in to a bank of operators at the Media Center throughout the night, and offering initial indications of winning parties. An accompanying grant also provided for the organization of six press conferences with leading candidates.

In other small grants activities, IREX continued to offer ongoing advice on an important series of films being produced by TV Cacak on serious environmental issues in and around the city. The IREX-funded films focus on the effects of industry on local water supplies, air pollution, and food quality.

In December, Belgrade production company Arhitel, which made its name with a prestigious series of documentaries about media manipulation under the government of Slobodan Milosevic, premiered its latest documentary, "I Wish There Had Been No War," on TV B92 during the station's primetime Truth and Reconciliation slot. The film examines mixed marriages during the Bosnian war through case studies of relationships that survived and those that failed. The one-hour film, half-funded by IREX, is a powerful testament to the destructive influence of war on families.

1.1.3 Focus Group Research

No activity during this quarter.

1.1.4 Journalism Support Website

A yearlong subgrant to ANEM to support the association's website, which sought to improve communication among ANEM members as well as communication between ANEM and its members, came to a close in December. The website has played a role in assisting in the education of journalists, introducing members to new technologies such as online journalism and other multimedia, informing members of important issues and events, and offering material and practical exercises from courses of the ANEM Training Center. The website has also benefited from a newly-added chat feature that facilitates cooperation and communication and improved visual layout. With plans to increase the website's interactivity, ANEM has intensified its flow of information, seeking to provide its users with the latest on media events, activities, regulations, and legislation, in the country and in the region.

ANEM will submit a subgrant request for additional support for website development in January.

1.1.5 Media Monitoring

No activity during this quarter.

1.1.6 Obtaining Professional Books and Magazines

No activity during this quarter.

1.2 Facilities, Equipment, and Technical Skills for Gathering, Producing and Distributing News are Modern

1.2.1 Technical Consulting Service

No activity in this quarter

1.2.2 Small Grants to Support Technical Training and Technical Upgrades

No activity in this quarter

1.3 Journalists Reintegrate with Their Peers Inside and Outside Serbia

In October, six participants from Serbia attended the NAB Radio Conference in London:

Dusan Masic and Dragan Kremer, IREX
Nevena Kovacevic, ANEM/Belgrade, Marketing and Sales
Dajana Mandzo, Radio 021/Novi Sad, Marketing Director
Nikola Pejovic, Radio City/Nis, Marketing Director

Gorica Nesovic, Radio B92/Belgrade, Morning Program producer

IREX selected the participants according to the sessions on offer at this year's conference, which focused on sales and marketing as well as programming and morning shows. Panels included audience research, music testing, media legislation, foreign investment, advertising effectiveness, radio management skills, strategically-planned content, and program formats. Despite addressing a number of relatively uncharted areas in the Serbian media sector, the sessions further developed or supported the applied training and consultancies IREX has provided to local radio stations.

Among the testimonials from participants, Gorica Nesovic, producer of the morning program at radio B92, cited the importance of attending the event for the first time. She singled out a workshop on developing radio talent through "airchecking" – an industry technique of recording radio programs in order to critique, improve, and develop the quality of on-air products – as particularly useful for offering detailed guidelines to the practice. Presentations on new trends in game shows and the leading personalities hosting morning shows added to the new ideas and professional advice that can be adjusted to local culture, circumstances, and conditions.

In November, IREX staff member Dragan Kremer and ANEM Sales and Marketing Manager Nevena Kovacevic attended the SEMPL 6 marketing seminar in Slovenia. The seminar focused on new marketing strategies and developments in media planning, including media research such as a radio peplemeters. Other presentations addressed topics such as the development of new media, the effectiveness of traditional outlets, and the future of advertising in Southeast Europe.

Offering the opportunity for marketing professionals from throughout the former Yugoslavia to compare data, trends, case studies, and campaigns, the seminar enabled Serbian participants to initiate relationships with leading advertising agencies and other regional players with plans to enter the Serbian market.

Intermediate Result 2

The Physical and Institutional Infrastructure Supports the Efficient Production and Dissemination of News and Information

2.1 Physical Infrastructure Supports the Broadcast of Independent Media

2.1.1 Assessing and Rebuilding Broadcast Infrastructure

Adopting Technical Solutions That Provide Competitive Product (Studio and Broadcast Equipment)
No activity during this quarter.

Developing Fast and Efficient Production Process (TV Production Equipment)
No activity during this quarter

Equipment Projects for Radio Stations
No activity during this quarter.

2.1.2 Grant Support to RTV B92 and ANEM

IREX continues to provide funds for the satellite connection that allows B92 to relay programs to other ANEM radio and television stations and ensures that B92 news, acquired programs, sports coverage, and special documentaries are shared and presented to as wide an audience as possible in Serbia.

In November, IREX Chief of Party Sam Compton attended and monitored ANEM's annual assembly in Belgrade, at which long-term ANEM head Veran Matic informed the association that he would not run as its president this year. In his stead, members elected Slobodan Stojic, editor-in-chief of Radio 021 in Novi Sad, as the new ANEM president. The assembly also addressed ANEM's plans for separating its marketing department from the rest of the association in an effort to develop itself as a business. Members from ANEM's executive board will still sit on the department's board of directors, which will maintain the operation's relationship with the wider association while it also establishes a more independent and commercial position. At the assembly, Rich McClear from

IREX/DC offered his conclusions from a recent consultancy with the association, while Compton expressed IREX's continuing commitment to the association and its members.

In December, IREX worked with ANEM to interpret the results of recent radio research and offer its analysis to association members. IREX and ANEM also met with individual stations who sought advice on how to improve their audiences. For more information on the research, see IR 4.2.1.

2.1.3 RTV B92 Studio Construction and National Rollout

RTV B92 aired its first broadcast from new premises on December 4, beginning with a program highlighting Serbia's parliamentary elections. By December 17, all staff had moved into the building, and all radio and television operations were fully functional. Prior to the move, B92 had operated from a number of locations scattered throughout downtown Belgrade, with only one small news studio that was inadequate for current affairs discussions or other studio-based shows. In addition to housing the entire B92 organization under one roof, the new building includes two television studios and five radio studios, as well as other workspace for control rooms, a common newsroom, an editing area, space for reviewing and recording material, archives, and much-needed office space. Following a tour of the building, visiting USAID division chief for the Balkans Sarah Farnsworth called the new studio the most impressive project she has seen USAID undertake. A date for a formal opening will be determined in early 2004.

2.2 Print Media have Access to Adequate Printing and Distribution Networks

2.2.1 Assist in the Improvement of Printing Systems and Distribution Networks

No activity in this quarter.

2.3 Independent Media have Technical Access to News Agency Services

2.3.1 Support for Independent News Agencies

No activity in this quarter.

Intermediate Result 3

Legal and Regulatory Framework Supports Free Speech

3.1 Media Licensing and Frequency Allocation is Fair and Apolitical

3.1.1 Consulting on the New Broadcast and Telecommunications Laws

No activity during this quarter.

3.2 Independent Associations and NGOs Support and Protect the Rights of Journalists and Media Outlets

3.2.1 Support Serbian Indigenous Legal Defense Capacity

No activity during this quarter.

3.2.2 Public Service Announcements

No activity during this quarter.

3.3 Media Privatize in a Fair and Transparent Manner

IREX held monthly meetings with the nine-person privatization team established last quarter to serve as a liaison between the government and municipal broadcasters and provide consulting services such as property valuations upon request.

In October, IREX met with the Ministry for Culture and Media to suggest the necessity of greater flexibility in its official guidelines for radio and TV privatization. As a result of meetings in November, the Ministry agreed to the suggestions in order to enable the start of the privatization process as soon as possible. The IREX team also presented a concrete proposal on how to address future potential standstills and how to start the process of privatization of radio Stara Pazova. At the team's December meeting, participants prepared additional proposals for further improvement of media

legislation, though they agreed that due to current political circumstances in Serbia, legislative changes would not be possible in the coming months.

Also in December, the IREX privatization team met with representatives of five local print media organizations and the local press association for the first meeting devoted entirely to privatization problems of the print sector. The meeting revealed that each print company has encountered its own individual challenges in the privatization process: some are located in municipalities that oppose the privatization of local newspapers, while others face municipalities that are forcing them to privatize. Despite these differences, many print outlets share two common problems: little awareness of the privatization process and no financial resources to pay for it. The IREX team offered individual advice to those managers who seek to proceed with privatization.

In other activities, IREX continued work on preparations for the publication of a privatization instruction book, due to begin printing in January. IREX also developed a strategy for a major piece of research that would examine the business practices and operations of municipal stations across Serbia, in an effort to increase information about the way these stations function and to develop an action plan for privatization. Fieldwork began in December and its results will serve as a basis for a related conference scheduled for early February.

Intermediate Result 4

Publishers and Station Managers Effectively Manage Media Enterprises

4.1 Media Outlets Utilize Strategic and Business Plans that Contribute to Efficient Management

4.1.1 Training to Improve Strategic Planning

In December, IREX worked with the Novi Sad Media Fair to help organizers prepare panels, roundtables, and debates on media-related laws.

4.1.2 Business Consulting Service

No activity during this quarter.

4.1.3 Developing Marketing and Sales

In October, IREX monitored the annual conference of the local press association, as well as met representatives of the association's marketing and sales development.

Also in October, Bob Bairstow, former network scheduler at ITV, UK, conducted two, one-week workshops at INVISION in Belgrade on the advanced principles of TV scheduling, a central aspect in the battle for ratings and the struggle for sustainability. The workshops addressed the need to analyze audience groups, including lifestyles and habits, in order to schedule programs and commercials to reach the largest possible audience and best demographic profiles. The workshops also sought to demonstrate how knowledge of program genres (news and information, sports, entertainment, drama, children's programming) can produce a more balanced schedule and ultimately retain an audience, and underscored the importance of professional presentations and schedule promotion. Other sessions examined topics such as program acquisition, program exchange, and the need to consider programming of the competition.

Participants in the workshops included:

(first session)

Jelena Tanaskovic (scheduling, TV Kragujevac)
Svetlana Kojanovic (director, TV Cacak)
Julija Mancic, (scheduling, NTV Nis)
Alen Maric, (scheduling, TV Subotica)
Slavisa Grujic (editor-in-chief, TV Apolo, Novi Sad)

(second session)

Zoran Maksic (general manager, TV Bor)
Zoran Antic, (general manager, TV Zajecar)
Dragica Pavlov-Krstic (scheduling, TV Pirost)
Aleksander Vincic, (general manager, Sremska TV, Sid)
Milica Badalic, (scheduling, TV Apolo)
Olja Miletic, (scheduling, B-92)

In November, IREX consultant Graham Ironside, former program controller at ITV, conducted the first one-week management workshop for key partner stations in a new Serbian television network: TV Apolo (Novi Sad), NTV Nis, TV Kragujevac and TV Cacak, as well as new network member, TV Yu

eco (Subotica). Covering critical management issues such as network scheduling, program acquisition and budget and proposal writing, the training aimed to insure greater efficiency and direction for a network that broadcasts to over 2 million viewers. For some participants, the course also offered a first-time introduction to the concept of self-financing, advertising-based television channels, along with the related needs for business plans, financial controls, standard-setting, human resource management, and leadership.

4.1.4 Small Demonstration Projects in Management

In October, the children's TV production company, supported by IREX since 2001, started a new production for a topical news magazine that will bring together weekly contributions from Serbia, Montenegro, Macedonia, and Albanian communities in Kosovo and Macedonia. DTV will produce three versions of the show in Serbian, Albanian, and Macedonian for distribution to TV networks throughout the Balkans. The program seeks to unite children of the former Yugoslavia by increasing their awareness of the topical issues that affect their lives. IREX will provide a small grant as part of a cost share with other regional donors.

4.2 Effective Use of Market Research and Ratings to Increase Audience Share

4.2.1 Market and Audience Research

In November, IREX completed fieldwork for the largest single effort in radio research in Southeast Europe. Over a two-week period, 8,200 respondents provided detailed information on their listening habits for every 15-minute increment of every day. Current figures show that the listenership of leading Belgrade station B92 has increased by 20% over the last 12 months, while most IREX-supported ANEM stations occupy the top three most popular slots in their listening areas. IREX worked with the Strategic Marketing and Media Research Institute (SMMRI) to interpret the research for member stations in the ANEM radio network, and assisted the stations in finding ways to use the research to further improve their ratings. IREX also worked with ANEM marketing manager Nevena Kovacevic to update the association's database and promote the research to agencies. International advertising agencies have expressed interest in purchasing the research, which industry insiders consider of very high quality.

In December, IREX held a press conference at Belgrade's Media Center to present the results of television audience research, also conducted by SMMRI. Fifteen journalists representing Serbia's main newspapers and Belgrade's leading broadcasters attended, along with strong turn-out from advertising agencies. One representative commented that "there was never an occasion in Belgrade when so many agencies, most of them serious players, were gathered together in one room." SMMRI, along with their associated peplemeter company AGB Strategic Marketing, are now offering commercial versions of the research, including local or city databases, which allows individual stations or advertising agencies to purchase specialized results. IREX held a similar press conference to present results on radio research earlier in the month and will release the results of a print media survey in January.

4.3 Supporting Institutions Function in the Business Interests of Independent Media

An IREX subgrant supporting the ANEM secretariat and legal office came to a close at the end of December. ANEM plans to submit a new request for continuing support in early 2004.

4.3.1 Small Grants and Consulting to Help Media Associations

IREX continued its support for the Association of Private Media (APM). This annual grant includes financial support for the association's regional cooperation program, which aims to bring managers of local publications together in support of common publishing and distribution laws and tariffs. The grant also supports APM's direct lobbying with the Serbian government over adverse tax rules that hinder the development of magazines and newspapers.

Intermediate Result 5

Covering the International Criminal Tribunal for the Former Yugoslavia (ICTY)

The trial of Slobodan Milosevic resumed October 7 under a three-day-a-week schedule designed to reduce the frequent illnesses of the accused. Due to subsequent cancellations of the hearings, as well as a failed high power amplifier (HPA) in the IREX satellite van, there were no live broadcasts from The Hague September 11-October 14. On October 14, the B92 crew installed and tested a new HPA unit, and broadcasts of the trial resumed. The lack of live coverage led to a public protest by a

Milosevic support group known as the Sloboda (Freedom) Association, against what the organization called a politically-motivated B92 decision to discontinue the broadcasts. In response to these and other claims, Veran Matic of B92 posted a response on the station's website, explaining that a broken piece of equipment had caused the delay, and expressing his regret. He also reminded that Milosevic had been sick for two weeks. The association has made no other statements since the resumption of the live broadcasts.

The satellite van suffered two malfunctions during November. As a result of the first, Eutelsat, the company from which IREX leases satellite time, ordered B92 to cease transmissions in order to correct an antenna problem, in which the B92 signal was causing interference on a neighboring satellite. In coordination with the IREX office, B92, and the van's builder, a simple polarization adjustment was made and the van returned to service with no loss of live trial coverage. Later, on November 24, the van's transmitter generator ceased producing power. The B92 crew used an outboard generator until the van's generator was able to be repaired and returned to full service. The item was under warranty and no live coverage time was lost.

Dutch stay visas were issued to two IREX supported-agency reporters in November, which will allow the journalists to remain in The Hague beyond the normal three-month period permitted under Dutch law. The permits come following an almost year-long process, which IREX has helped to facilitate with Dutch authorities.

The ICTY issued an order for US General Wesley Clark to testify at the Milosevic trial on December 15 and 16. Though the testimony generated great interest among the Serbian press, the court banned public access to the courtroom and placed a two-day delay on its broadcast. The testimony came just before the tribunal closed for its winter break on December 19.

During the break, the satellite van returned to Belgrade for inspection, maintenance, re-licensing, and re-insurance. It was scheduled to return to The Hague prior to the recommencement of the Milosevic trial on January 13. The prosecution in the case is expected to conclude in mid-February, and the defense is expected to begin in mid-May. The van will return again to Belgrade during this three-month break. The IREX house will remain open for agency reporters to continue covering a number of other important trials at the ICTY during this time, including the trial of former Bosnian Serb leader Momcilo Krajisnik.

Over the course of the quarter, IREX renewed a number of Hague-related agreements. In October, IREX signed a new lease contract for the journalists' housing, covering the period until September 30, 2004, as well as received \$4,362 from Norwegian People's Aid as cost share for payment of September's rent. Also in October, IREX and B92 signed a van agreement extension and amendment, which extends the formal relationship describing B92's use of The Hague van and other project-related matters. Final payment under the current satellite lease agreement was made to Eutelsat, which agreed to renew the lease, set for expiration in January 2004, with no increase in cost. The agreement to maintain the current cost was one piece of good news for program expenses, which have been hit hard by the drop in the dollar vis-à-vis the euro. As a result of an additional 11 percent devaluation, per diem payments, rent, and satellite time now cost over 30% more than when the project began two years ago.

In November, the Charles Stewart Mott Foundation awarded IREX \$100,000 to continue support of coverage of the ICTY by independent media outlets in Bosnia and Herzegovina, Croatia, Kosovo, and Montenegro. Television networks Mreza Plus from Bosnia and CCN from Croatia will continue to work with B92 in providing this coverage to their audiences.

IREX Hague House Occupancy

From October 1 to December 23, 2003, the following journalists reported from The Hague on a rotating basis:

Bojan Petrovic	B92
Miodrag Vidic	B92
Bosko Brankovic	B92
Safeta Bisevac	Danas

Jasminka Kocijan	Danas
Ljiljana Smajlovic	NIN
Nenad Stefanovic	Vreme
Ljubisa Obradovic	Svetlost
Radosav Dakic	B92

In coordination with IREX/DC, Borjana Radmanovic from Bosnian independent daily *Nezavisne Novine* also stayed at the Hague House for three weeks in October. Radmanovic's expenses were covered by a grant from the C.S. Mott Foundation.

IV. OTHER

Subaward Overview

The table below summarizes the subawards, totaling \$97,991.92, awarded during the first quarter of fiscal year 2004.

Recipient	Project	Amount (USD)
Danas (7)	Parliamentary Elections	5,240
TV Cacak (5)	Parliamentary Elections	2,000
TV Apolo (7)	Parliamentary Elections	2,000
Radio 021 (7)	Parliamentary Elections	2,000
TV Kragujevac (4)	Parliamentary Elections	2,000
Gradska TV (4)	Parliamentary Elections	2,000
Nezavisna Svetlost (5)	Parliamentary Elections	2,000
VREME (8)	Parliamentary Elections	2,000
NIN (7)	Parliamentary Elections	2,000
Boom 93 (5)	Parliamentary Elections	2,000
Radio Luna (3)	Parliamentary Elections	2,000
Radio Ozon (2)	Parliamentary Elections	2,000
City TV (4)	Parliamentary Elections	2,000
Radio Patak (4)	Parliamentary Elections	2,000
RTVB92 (18)	Parliamentary Elections	4,000
TV5(3)	Parliamentary Elections	1,000
Media Center (17)	Parliamentary Elections	26,846.50
BETA (12)	Parliamentary Elections	17,118.42
FONET (7)	Parliamentary Elections	9,627
Independent Journalists' Association of Serbia (2)	Training on Organized Crime	8,160.00